

EU AGRI-FOOD TRADE A VITAL FACTOR IN THE GLOBAL ECONOMY



EUROPE IS A KEY PLAYER IN THE GLOBAL FOOD MARKET, OFTEN RELYING ON IMPORTED MATERIALS FROM OTHER REGIONS OF THE WORLD.

European consumers are able to enjoy coffee or chocolate due to strong trade relations and extensive supply chains. However, the COVID-19 pandemic and war in Ukraine have highlighted the vital need for free, transparent, and resilient food supply chains in the EU and globally.

This is especially important in the current geopolitical landscape, as food insecurity, impacts of climate change and distribution issues pose a significant threat to the global food supply chain.



* Data for 2024: https://agriculture.ec.europa.eu/media/news/eu-agri-food-exports-reach-record-levels-eu2354-billion-2024-2025-04-08_en#.x-1 20%min@2024-Read_EU%20agri%20food%20exports%20reach%20record%20levels%20of%20E%2B82%AC2354.report%20describes%20several%20positive%20developments.

** Calculated based on data available at <https://www.fao.org/faostat/en/>

TRADE IS ESSENTIAL

for ensuring that EU citizens have access to a wide variety of safe, tasty, and nutritious food. Global food supply chains, especially for those products that cannot be grown locally, increase the availability of diverse food and drink choices for European consumers, including coffee.

THAT'S THE POWER OF TRADE - BRINGING THE WORLD TO YOUR TABLE

▶ FROM BEAN TO CUP

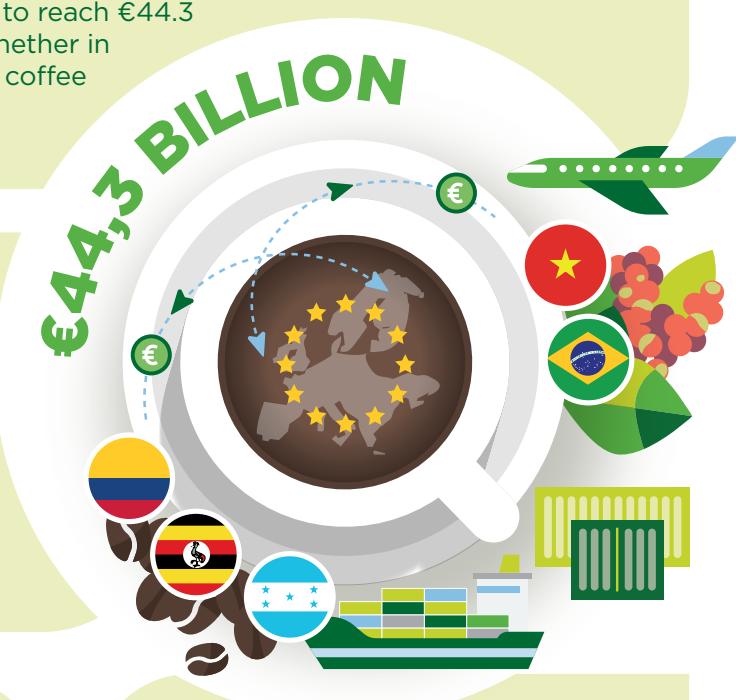
Europe's love for coffee is undeniable, with over 700 million cups enjoyed daily across the continent. A significant portion of this coffee journey begins with green coffee beans, primarily sourced from Brazil and Vietnam, along with notable contributions from Uganda, Honduras, and Colombia. In 2023, the European coffee industry transformed these raw beans into 2.3 million tonnes of coffee,¹ predominantly roasted but also in soluble forms. This thriving industry fuels a market poised to reach €44.3 billion by the end of 2024,² ensuring that whether in your morning cup or a dessert like tiramisu, coffee remains a beloved staple in European life.

▶ COFFEE CONNECTIONS

Coffee imports are not just great for European consumers and businesses, but also for those growing coffee. EU-27 is the largest market for coffee-related products, amounting to 31% of global coffee consumption in 2023.³

▶ A BITTER AFTERTASTE

Coffee farmers are facing important challenges due to climate change. Coffee rust is a catastrophic plant disease. It damages coffee trees by causing the premature drop of infected leaves, which can lower yields by 50% and have a cumulative weakening effect on the trees for succeeding years. Increasing temperatures are expected to exacerbate this disease, driving up production costs for coffee farmers, already struggling to make ends meet.⁴ That's why it is so important that coffee farmers have access to diverse and innovative crop protection toolbox.



▶ NO IMPORTS, NO CAPPUCCINO!

Imports of green coffee are essential to ensure the continued enjoyment of coffee across Europe. Without these imports, there would be a significant impact on the availability of coffee in the EU, affecting both the local market and the supply to countries that rely on European coffee exports. Maintaining a steady flow of green coffee imports is crucial to keeping coffee accessible and supporting the vibrant coffee culture in Europe and beyond.

1. <https://ec.europa.eu/eurostat/web/products-eurostat-news/w/edn-20241001-1>
 2. [Coffee Consumption in Europe Market - Industry Analysis & Research Report \(www.mordorintelligence.com\)](https://www.mordorintelligence.com/industry-reports/europe-coffee-consumption-market)
 3. https://icocoffee.org/documents/cy2022-23/Coffee_Report_and_Outlook_April_2023 - ICO.pdf
 4. [Climate Change Increases Need for Fungicides for Coffee Trees - CropLife International](https://www.croplifeinternational.org/News/News-Articles/2023/Climate-Change-Increases-Need-for-Fungicides-for-Coffee-Trees)